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CHAPTER 2

GENERAL DESCRIPTION

A. Company's Profile

1. Hotel's Profile

THE WESTIN

JAKARTA

Figure 1.1 The Westin Jakarta Logo

Westin Hotel & Resort is a 5 star hotel chain owned by Marriott International. The Westin Jakarta is situated on the top 20 floors of the 304 meter high Gama Tower located in Kuningan, Jakarta which makes The Westin Jakarta as the tallest building in Indonesia. Furthermore, not only the exquisite exterior, The Westin Jakarta as a chain hotel owned by Marriott, prioritize the facility and excellent service by the staff. Focusing on wellness, The Westin Jakarta prioritize on the healthy aspect and well being of the guest by providing more healthy food option, spa, fitness center and The Westin Jakarta are ready to fulfill their guest's needs.

The Westin Hotel was firstly established in 1930 by Severt. W. Thurston, Frank Dupar, Peter and Adolph Schmidt under the name "Western Hotel". After all major development and rapid growth of the "Western Hotel", the company was renamed to be "Western International Hotel" in 1963 to reflect its growth outside America. Later on January 5 1981, the company changed its name again to "Westin Hotel" and in early 21st century, Westin Hotel focused on their global expansion. One of the country they established in is Indonesia.

Owned by PT Wahana Nusantara, part of Gama Corporation, The Westin Jakarta occupies floors 50 to 69 of the mixed used Gama Tower. The building was opened since August 2016. Before becoming a hotel, this building was an unfinished building that has been left because of Economic Crisis in 1997. Then,

the building was reconfigured and held by Starwood in 1998 until 2015, the building was taken by Marriott International to construct the The Westin Jakarta.

Focusing on wellness as their main slogan, The Westin Jakarta hold six pillars of Wellness to accomodate guest with incredible services and facilities. The concept of 'Well Being' was created to help guest feel comfortable and build the main concept of Westin Hotel and Resort.

Six Pillars Of Well Being:

a. Sleep well

A standard given to guests to be able to feel good and quality sleep when staying at a Westin by providing several products that can make guests sleep soundly, namely with Heavenly Bed, Sleep Well Menu, and Sleep Well Lavender Balm Amenities.

b. Eat well

Westin expects guests to get good and certainly nutritious food for their body. This is realized by the presence of the Westin Fresh by the Juicery, Crafted at The Westin, Jing Tea, Kids Eat Well Menu, and SuperFoods Rx.

c. Move well

Westin provides programs such as Westin WORKOUT, Gear Lending and WESTIN + TRX in hope for guest to maintain guest's fit and healthy body.

d. Feel well

Quality sleep, healthy and nutritious meals, and exercise, guests will feel better. To assure that, guest are provided with Heavenly Bath and Heavenly Spa.

e. Work well

With most of the guest are business travelers, Westin care about being able to work well in which Westin created meeting rooms to ensure guest comfort.

f. Play well

Westin also accommodate guest with Westin Weekend program, the Westin Family, for families with in hope they could spent valuable time as a family with Westin.

2. Facilities

Facilities that The Westin Jakarta offer include :

a. Room

Premium room and suites that occupied floors 53 to 66, The Westin Jakarta provide 256 spacious guest rooms and suites that overlooking the city through floor-to-ceiling windows. Each room provided with complimentary High Speed Internet Access, daily electronic newspapers, and LED televisions, a coffee maker with “illy” premium arabica coffee and a stocked refreshment center, “*Heavenly Bed*” with its patented pillow-top mattress and ten layers of crisp comfort. Spacious bathrooms feature a “*Heavenly Bath*” with glass-enclosed rainforest shower and handheld wand, a separate deep soaking bathtub, and “Westin White Tea Heavenly” bath amenities including white tea scented body lotion and body shower.



Figure 1.2 Westin King Room

b. Gym and Spa

Located in the heart of the city’s central business district, The Westin Jakarta provide guest with thoughtful services such as Spa and Fitness. Focusing on wellness as part of their slogan, The Westin Jakarta priotize to sustains guests’s wellness while traveling. The Westin provide “WestinWORKOUT Fitness Studio” with a revitalizing indoor heated swimming pool, each overlooking the city.



Figure 1.3 Westin Workout Fitness Studio



Figure 1.4 Heavenly Spa by Westin

The Westin Jakarta also provides a range of treatments from rejuvenating signature massage in the comfort of the room by Westin Spa called the Heavenly Spa to the calming and aromatic White Tea fragrance that surrounds the hotel.

c. Restaurants, Bar, Coffee Shop

Offering guests with a variety of food options, The Westin Jakarta certainly offer guests from fresh local dishes to Japanese and Peruvian flavors. The Westin also offer a full 24-hour room service and three different type of breakfast such as Buffet breakfast, Continental breakfast, and full American breakfast.



Figure 1.5 Seasonal Taste Restaurant

Furthermore, The Westin Hotel provide two different kind of restaurant to satisfy guests taste with International all day dining restaurant by Seasonal Tastes and Unique Nikkei cuisine, a fusion of Japanese and Peruvian flavors by Henshin Bar and Restaurant that placed on the top floor of the building. Henshin Bar and Restaurant also accomodate guest with outdoor bar with direct view of the city from the highest floor of the building.



Figure 1.6 Henshin Bar and Restaurant

Alongside with so many dining option, The Westin also offer coffee and snacks place called Daily Treats that located on the 52nd floor which

offer a selection of light bites, meals and a comprehensive beverage menu including coffee, cocktails and an extensive wine selection.



Figure 1.7 Daily Treat by The Westin

d. Meeting Rooms and Ballroom

As the building situated on the city business district, The Westin Jakarta is perfect for business event. The Westin Jakarta provide 7 event rooms with 1,200 pax for the largest capacity space in Java Ballroom.

The Westin Jakarta also provide smaller business room such as :

- a. Medan room and Padang room for 200 pax
- b. Yogyakarta room for 70 pax
- c. Surabaya room and Bandung room for 30 pax
- d. Meeting room for 5 to 10 pax also provided in The Westin Jakarta lobby called Tangent room and another one provided in the Executive Lounge.

Each room provided with AV equipment, LCD projector, microphone, TV, computers, printers, fax service, full service business center, Internet, overnight delivery/pickup, post/parcel, secretarial service, catering and business center.



Figures 1..8 The Westin Java Ballroom

With incredible 360-view of Jakarta, visitors of the hotel are treated with inspiring views of the cosmopolitan city at every moment of their stay. Along side with the incredible view, The Westin Jakarta also provide a lot of facility such as Business Center, Ground Floor Lobby, Sky Lobby, Basement for parking, Prayer Room, and Westin Kid's Play which held in the Sky Lobby every Sunday. With commitment towards guests's overall wellness, The Westin Jakarta ensures the well being of the guest and sincerely hope upon leaving the hotel, guests would feel better.



Figures1.9 The Westin Jakarta

B. Organizational Structure

Organizational structure in hotel includes:

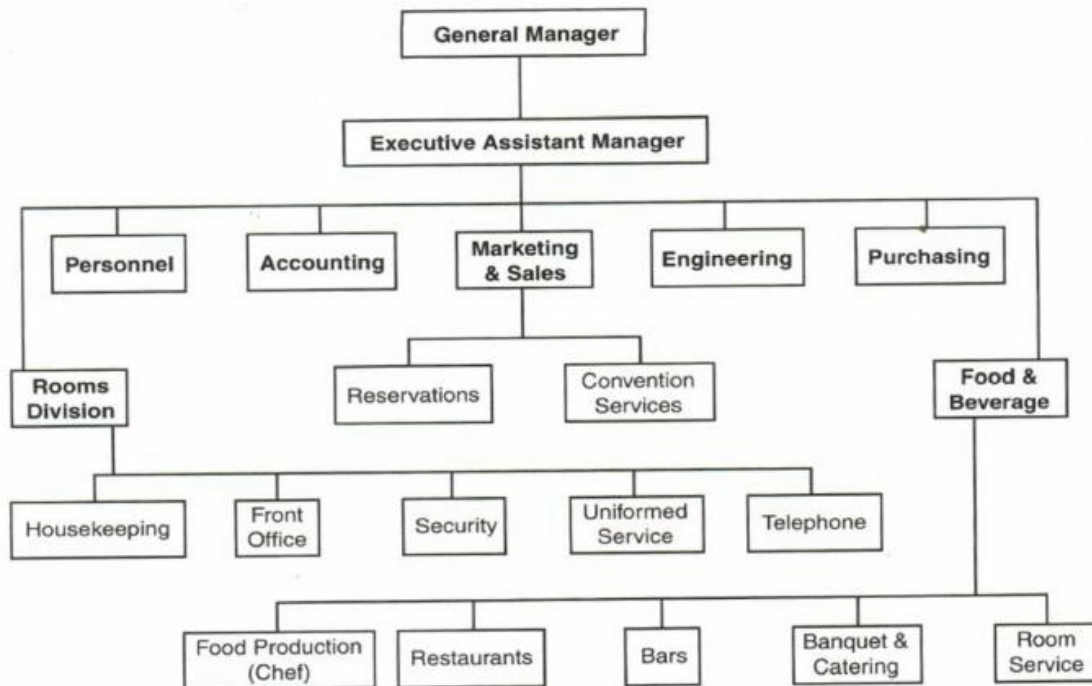


Figure 1.10 Organizational Structure in Hotel

As Hotel could not function properly without teamwork between the staffs, it is important to understand about each of the job description from each department. The organizational structure above shows each of departments involved within hotel industry. Each of the job description include:

- a. General Manager : hold the biggest responsibilities of the hotel since General Manager is the person in charge to organize and set the hotel budget. General Manager in The Westin Jakarta named Mr. Arun Kumar. He was working in JW Marriott before and appointed directly by the Marriott Group to help The Westin Jakarta.
- b. Revenue Analyst : assist in the management of rooms inventory to maximize cluster rooms revenue, they maintain the accuracy of information and enhance automation efforts in reservation system.

Beside their main job to maximize the revenue, Revenue Analyst also assist in managing room authorization, rates, and restriction (including communicating rate restriction and strategy to properties).

- c. Sales : contacting appropriate individual or department as necessary to resolve guest calls, request, or problems. Use sales techniques that maximize revenue and promote awareness of brand image while maintaining existing guest loyalty including up-selling. Determine and give complimentary gifts to guest as gifts for their patronage such as rewards point, certificate, or show ticket.

Room Division include Front Office, Housekeeping, Reservation Agent, Service Express, and Security.

- a. Front Office include Front Desk Agent : process all guest check in/out and also operate the system that determine the availability of the room. Front Desk Agent also need to secure the payment and record every detail happening between the guest either a complaint or complimentary. Concierge also apart of Front Office as they help guests to move their luggage and facilitate the guest with more easy option. Hostess/Welcome Host also very important as they assist the VIP guest and guide the guest thorough their stay.
- b. Housekeeping : maintain the ambience and cleanliness of the whole hotel, by cleaning each room, turn down service, pick up laundry, clean the linen, napkins, and clean the whole area of the hotel. Housekeeping include Room Attendant, Public Area, and Laundry Attendant.
- c. Service Express : answer, record, and process all guest request, question, or concerns via telephone, email, chat, and mobile communication devices. Operate telephone switchboard, process guest request for wake up calls, and connecting and directing calls to the appropriate extension. Receive, record, and relay messages accurately.
- d. Reservation Agent : process all reservation request, changes, and cancellation received by phone, fax, or mail.

- e. Security : ensure the secure of the hotel, and prevent any chaos or threat towards the hotel.

Food Beverage Department include In Room Dining, Food Production, Commis, Bartender, Waiter/Waitress, Banquet.

- a. In Room Dining : provide guest amenities and sending guest's food order or drinks towards their room. In Room Dining also have closing duties in which they store all reusable goods, breaking down goods, cleaning all equipment areas, maintain the cleanliness and returning equipment to proper locations.
- b. Food Production : handle food making, order, budgeting, cost, and production. In Food Production also consist Commis which prepare ingredients for cooking, including portioning, chopping, and storing food. Wash and peel fresh fruits and vegetables. Weigh, measure and mix ingredients. Prepare and cook food according to recipes, quality standards, presentation standards, and food preparation checklist.
- c. Bartender : prepare drink orders for guests according to specified recipes using measuring systems. Issue, open, and serve wine/champagne bottles. Set up and maintain cleanliness condition of bar, bar unit, tables, and other tools. Prepare fresh garnishes for drinks. Stock ice, glassware, and paper supplies.
- d. Waiter/Waitress : serve food courses and alcoholic beverages to guests. Set tables according to type of event and service standards. Answer questions on menu selection. Communicate with the kitchen regarding menu questions, the length of wait, re-cook orders, and product availability. Check in with guests to ensure satisfaction with each food course and beverages. Complete closing duties including restocking items.
- e. Banquet Operations : prepare coffee breaks, carts, and stations with appropriate food and beverages as stated in Banquet Event Order. Prepare tables, action stations, buffets, service carts, dessert table/carts

and cordial carts. Communicate additional meal requirements, allergies, dietary needs, and special requests to the kitchen.

Below is the organization chart for Front Office Department in The Westin Jakarta.

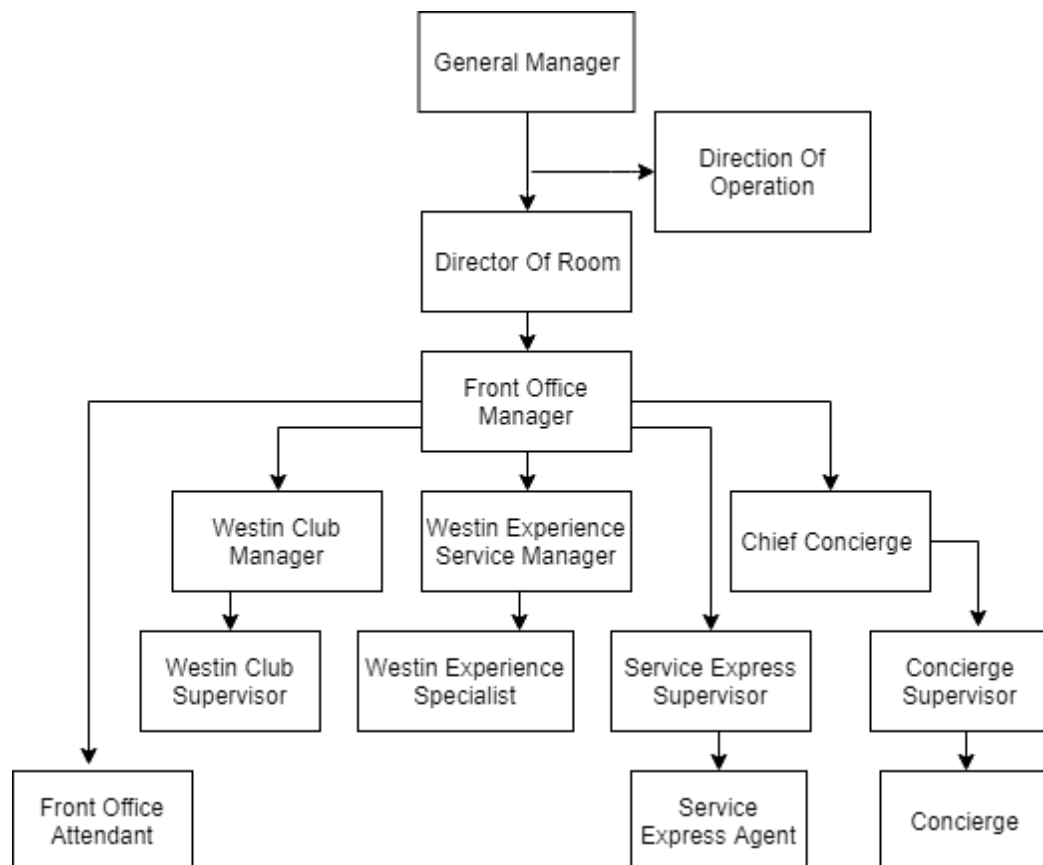


Figure 1.11 Front Office Organization Chart

Front office job description include handling administration duties, handling guest complaint, requests, answering phones, handling business inquiries and scheduling for guest necessities. As the face of the hotel, Front Office also carry duties as the first impression of the hotel. Guests's first encounter would be with the Front Office staff when they come to the hotel. Therefore it is very important for Front Office Attendant to keep their attitude and maintain a thorough job.

Front Office Manager in The Westin Jakarta is Mr Peter The. Westin Experience Manager supervised by Ms Lalita Sari and in Front Office team have four Duty Manager which position filled with Ms Annisa Nindyaputri, Mr Muhammad Rofiq, Mr Yohanes Sutanto, and Mr Cinko. As for Westin Club Manager supervised by Ms Steffi Kirana. Chief Concierge supervised by Mr Hamzah. Besides the manager and supervisor, Front Office staff would be 19 person in total not including trainee. As for Front Office Attendant position filled with five staff in charge and for Westin Experienced Service Specialist have four staff and four daily worker. Concierge staff filled with six person.

Each of role and job description in Front Office Department include:

- 1) Front Office Manager :
 - a) In charge of all operational section in front office department that include staff training, department communication, and staff scheduling
 - b) Front Office Manager usually arrange staff's shift and schedule periodically for the Front Office Department
 - c) Share information and guide the staff to achieve goals
 - d) Have big responsibilities regarding reservation process.
- 2) Front Office Attendant :
 - a) Prepare and conduct briefing to help the training process
 - b) Resolve the guest's complain
 - c) Have the authority in reservation process
 - d) Help front office manager manage the workflow and operational of the department
- 3) Duty Manager :
 - a) Have the authority of room rate, room discount, travel agent voucher, airlines voucher, and credit account as long as it's not violate the company policy
 - b) Manage the reservation process and keep track of the staff

- c) In charge of the problem, request, complaint, and any sort of events happening during their shift
- 4) Westin Experience Manager :
 - a) Check all the activities of guest service agent
 - b) Help to serve the guest in reservation process
 - c) Responsible for any sort of event happening regarding their team workflow
 - d) Lead and help attendant regarding work flow
- 5) Westin Experience Specialist :
 - a) Help the VIP guest reservation and help the Westin Experience manager
 - b) Responsible to take care of VIP guest
 - c) Prepare the complimentary service in guest's room
 - d) Arrange the VIP guest schedule
 - e) Serve guest upon arrival
- 6) Westin Club Manager
 - a) Responsible to take care of VIP guest in Club Lounge
 - b) Responsible for any sort of events happen in the Lounge
 - c) Able to lead the team to produce the best service possible
 - d) Handle complaints
 - e) Supervise the workflow of the team
 - f) Manage worksheet regarding staffs, cost, order, and guest activity
- 7) Westin Club Attendant :
 - a) Cater the process of check in and check out
 - b) Having authority for handling room key and transaction process
 - c) Record every activities everyday in log book so the other staff from other shift could keep track of the event
 - d) Able to help and resolve guest's problem and request

- e) Serve guest in meal time
- f) Serve guest drink
- g) Cocktail and coffee making

8) Concierge :

- a) Help guests regarding direction
- b) Providing guests with information about tourist attraction and access to the location
- c) Help guests with their luggage
- d) Help guests arranging transportation
- e) Help guests with their luggage
- f) Wait for guest arrival in the airport and assist guest to the hotel
- g) Greet guest and open the door if its manually

9) Service Express :

- a) Handle reservation via telephone
- b) Handle guests requests and remarks via telephone
- c) Record every telephone activities

10) Valet Parking Attendant :

- a) Help parking guest's personal car
- b) Pick up or drop off guest
- c) Help guest with their luggage